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Independents cry: 'Business stinks'

Voice fears that even worse times may lie ahead

By Joe Edwards
from staff reports

Independent operators of all stripes are expressing grave concern about what lies ahead in light of soaring commodity prices, increased competition, and economists' forecasts of a recession later in 1988.

"Business stinks," declares the co-owner of a well-known New York tablecloth restaurant not usually associated with hard times, and his pithy assessment is echoed by operators in other cities.

High end, low end, or somewhere in the middle, it didn't seem to make much difference. To be sure, not all operators are worried. But a surprising number are deeply concerned and are putting strategies in place to protect themselves from looming customer count erosion.

Heading the list of worries for 1988 are the soaring wholesale prices of seafood, pork, and other foodstuffs. Operators who were reluctant to raise menu prices last year are wondering how long they can sit by and watch their profit margins shrink.

In Chicago, Chris Carson Jr., whose family owns Carson's, the Place for Ribs, says

(See INDEPENDENTS, page F3)

State of the independent
Key operators speak out
Page F1

Nation's top restaurants
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The interior of The Famous Atlantic Fish Co.

New Famous Atlantic kitchens make 'scents'

By Ken Frydman

BOSTON — Why would a seafood restaurant operator in this fish-crazy city rip apart his raw shellfish bar?

To merchandise his New England chowders and fish stews.

Charles F. Sarkis, president of the Westwood Group Inc., a group of 11 casual restaurants and bars around New England, will soon physically restructure and conceptually redefine his two Famous Atlantic Fish Co. restaurants here.

His plan is to add the chowder and fish stew stations to the upfront, open-display kitchens of the Famous Atlantic Fish Cos. at 777 Boylston St. in the city and the suburban Chestnut Hill shopping mall in Brookline.

The combination of sights, sounds, and smells—servers ladling seafood chowders and fish stews and shuckers shucking raw oysters, mussels, and steamers as the aromatic seafood scents permeate the air—is expected to entice passing pedestrians and lure additional diners to the two seafood restaurants.

"We think the expanded open-display kitchens will help us merchandise our preservation and made-to-order preparation," said Joyce Keirstead, general manager of the two-year-old, 147-seat Famous Atlantic Fish Co. in Chestnut Hill.

Not that Famous Atlantic has been suffering from an identity problem or lack of patronage thus far. The two sites—open seven days a week for lunch and dinner—each average 475 customer counts a day and together gross

(See FAMOUS, page 138)

Kaufman seizes Pioneer Take Out

Locks out would-be buyers, files Chapter 11

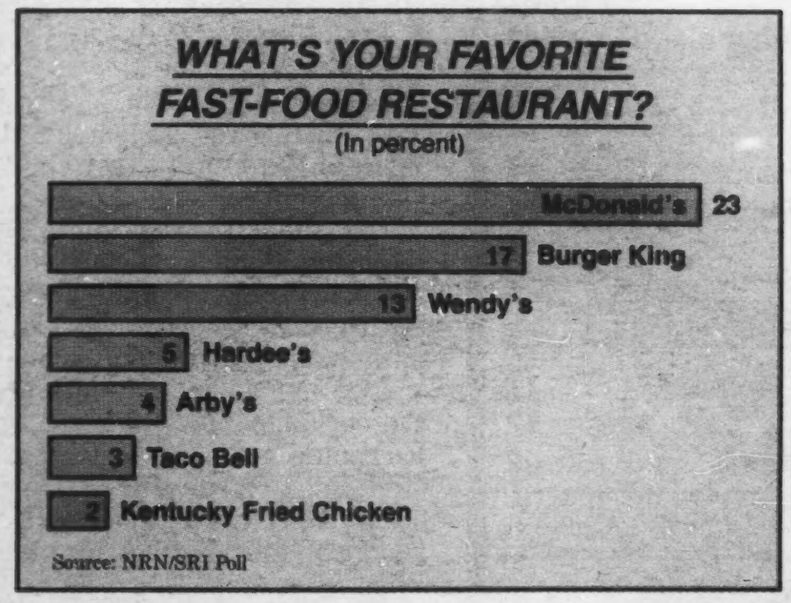
By Richard Martin

LOS ANGELES — After locking the supposed new owners of Pioneer Take Out Corp. out of headquarters here, chain founder H.R. "Rick" Kaufman has reclaimed the company and filed for Chapter 11 protection from creditors.

Kaufman said his seizure of the 270-unit fried-chicken chain, less than a month after he agreed to its sale, was prompted by a disputed $100,000 purchase payment withheld by the supposed buyer, an investor group headed by former California legislator and onetime Pioneer attorney Terrence B. Goggin.

Goggin has gone to court, seeking a restraining order to block Kaufman's move.

(See KAUFMAN, page 138)



McDonald's tops list of fast-food favorites

By Rick Telberg

McDonald's is winning not only the war for the wallets of American consumers but also the war for their hearts, according to a new and exclusive survey commissioned by Nation's Restaurant News.

NRN SRI Poll

When respondents in a poll conducted by SRI Research Center Inc. of Lincoln, Neb., were asked to name their favorite restaurant, 23 percent of them said they preferred McDonald's.

The NRN/SRI Poll showed that only 17 percent of America's consumers would say that Burger King was their favorite. Wendy's followed with a 13-percent rating. Hardee's had 5 percent.

The survey results also sketched customer profiles for the nation's leading restaurant chains. Women, for instance, prefer McDonald's, while men go for Burger King. Wendy's scores highest in the South, beating regionally based Hardee's, which is stronger in the North

(See NRN/SRI POll, page 138)

FOOD WATCH

Veggie delights

WILLIAMSBURG, Va. — Vegetarians, take heart. The days of the tedious steamed-vegetable plate crowned with a sorrowful-looking poached egg are on the wane.

One serious practitioner of vegetable cookery is Marcel Desaulniers, executive chef at the Trellis in Colonial Williamsburg, Va. He and his staff offer a daily-changing selection of seasonal vegetables. The winter menu, for instance, features such products as fennel, leeks, rapini, and salsify. Legumes and nuts are also included, whenever appropriate.

And, perhaps as important, the vegetarian selections at the Trellis are truly vegetarian. Desaulniers uses only vegetable stocks and avoids dairy products and eggs—which means that pastas are out. Moreover, all vegetables are prepared in a separate set of stainless-steel pans.

A few examples of Desaulnier's vegetarian plates are sautéed snow peas, baby carrots, smoked tomatoes, braised navy beans, and grilled yellow potatoes; black-eyed peas with roasted pepper rice, broccoli florets, shiitake mushrooms, and a chiffonade of spinach; and sautéed tarragon-spiced zucchini [illegible], baby green beans, and salsify and grilled red onion and red potatoes, all topped with toasted pecans.

—Paul Frumkin

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NEWS DIGEST

Rocky Rococo founders sell 70% stake to Public Storage

MADISON, Wis. — The founders of Rocky Rococo Pizza, Wayne Mosley and Roger Brown, have sold their 70-percent interest in the 14-year-old company to key executives of Public Storage Inc., a Glendale, Calif.-based developer of mini-storage warehouses. Terms were not disclosed.

Mosley and Brown will resign their posts but will operate 10 franchised restaurants in Madison and three in LaCrosse, Wis. Rocky Rococo's other corporate officers will remain in place, said president Tom Hester.

Shoney's South forms board to mull management buyout

MEMPHIS, Tenn. — Shoney's South, a franchisee of the Shoney's coffee shop chain, has appointed a committee of "disinterested directors" to consider a $12.25-a-share buyout bid from a management-led group.

It was unclear how many shares are already held by the bidding group, which includes insider board members.

Shoney's South said the proposal is contingent on a number of conditions, including the opinion of Robinson Humphrey Co., which has been retained as a financial adviser.

Po Folks taps Theoharis as president and ceo

NASHVILLE, Tenn. — With the company operating under Chapter 11, Po Folks Inc. has named John Theoharis, 49, president and chief executive.

Theoharis, previously executive vice president and chief operating officer of the 168-unit home-style restaurant chain, succeeds Clyde Culp.

Revised financial results deepened the company's deficits. Po Folks said it had lost $12.3 million in the fourth quarter and $18.6 million for the year, compared with previously released results of $11.5 million and $17.8 million, respectively.

Winchell's Donuts sued by partnership investors

LA MIRADA, Calif. — Disgruntled investors have filed two class-action lawsuits against Winchell's Donut Houses L.P., a limited partnership 42-percent owned by Denny's Inc.

The suits, filed in the Chancery Court in Delaware and federal court in New York, allege deficiencies in the offering materials related to the December 1986 sale of limited-partnership interests in the 700-unit chain.

Also named in the suits are Merrill Lynch Pierce Fenner & Smith Inc. and Dean Witter Reynolds Inc., underwriters of the public offering; Denny's Inc., a subsidiary of DHI Corp.; DHI Corp.; and WDH Services Inc., a Denny's subsidiary and general partner of Winchell's.

Olympic organizers hire ARA as feeding consultant

CALGARY, Alberta — Olympic organizers have hired American contract feeder ARA Services as a consultant to assist the Canadian companies providing food services at next month's Winter Games in Galgary.

With $1.2 billion in sales, Philadelphia-based ARA is the second-largest contract feeder in the United States, behind Marriott.

Seki leaves China Grill after fight with owners

NEW YORK — After a reported dispute with the owners, Kenji Seki has quit as the vivacious maître d' of China Grill, the red-hot California-Oriental restaurant here, and moved to San Francisco.

China Grill general manager Nancy Robinson, who worked with Seki at Chinois on Main, the Santa Monica, Calif., restaurant after which China Grill was styled, said Seki won't be replaced because he is "irreplaceable."

Hill quits White House after four-month stint

WASHINGTON — After only four months on the job, White House executive chef Jon Hill has resigned to return to hotel food service, a White House spokesman said.

The spokesman did not reveal when Hill would vacate the job or what hotel the chef is planning to join. Assistant chef Hans Raffert will serve as acting executive chef until Hill's replacement is hired.

The 33-year-old Hill, who came to the White House from the Westin hotel in Fort Lauderdale, Fla., replaced Henry Haller, who had held the top chef's post for 21 years.

Johnny Rockets shoots into Atlanta market

ATLANTA — A Johnny Rockets 1940s-style malt shop and restaurant, patterned after the very popular place of the same name in Los Angeles, has opened here.

Like the prototype, the Johnny Rockets here features such vintage diner-type fare as hamburgers, a ham-and-swiss sandwich, and an array of fountain specialties.

Ponderosa adds soup line to hot-and-cold buffet

DAYTON, Ohio — Ponderosa, the 640-unit steak-and-salad-bar chain, has added to its extensive food buffet an array of "homestyle" soups, including french onion, cream of broccoli, New England clam chowder, and cream of potato.

Like dozens of other chains sporting all-you-can-eat buffets, Ponderosa has sought to differentiate its smorgasbord from the rest of the pack by frequently changing the array.

Restaurants end '87 with slow sales

WASHINGTON — Restaurateurs and tavern-keepers ended 1987, not with a bang, but a whimper.

Sales at the nation's eating and drinking places rose at the slowest pace of the year in December, according to the U.S. Commerce Department's earliest and broadest gauge of the month's retail trade activity.

The month's mere 0.9-percent year-to-year gain followed a 2.2-percent advance in November and a 1.1-percent growth rate in October, the government estimated.

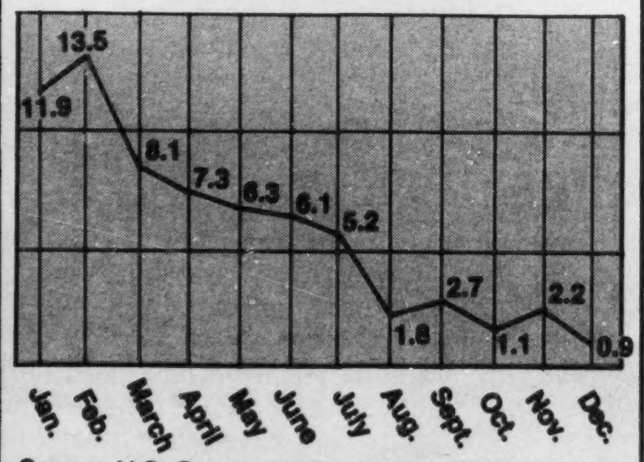
For the year, which started off with double-digit gains in January and February, eating and drinking place sales totaled $152.7 billion, a 5.4- percent increase over the 1986 figure, Commerce said.

By comparison, overall retail sales, which include everything from cars to clothing, rose 3.5 percent in 1987, to $1.5 trillion.

—Rick Telberg

1987 TRENDS DOWNWARD

(Eating and drinking place sales, year-to-year percentage change)



Source: U.S. Commerce Dept., not adjusted for seasonality or price changes.

Pillsbury trims but doesn't amputate

Opts for cutbacks at 3 chains

By Joe Edwards

MINNEAPOLIS — Pillsbury Co.'s latest restructuring of its vast restaurant operations continues a streamlining policy that the giant food company started last year.

News Analysis

Instead of selling one or more of its major fast-food or full-service chains, as some analysts had expected, Pillsbury decided to cut and pare at Steak and Ale, Godfather's Pizza, and Burger King, each of which has experienced some difficulty in recent months.

Pillsbury will close or sell 28 low-performing Godfather's Pizza outlets, 15 Burger King restaurants, and 30 or so full-service restaurants, mostly Steak and Ale outlets.

In addition, the company is closing or selling its 13 Quik Wok fast-food Chinese units.

In the retrenchment program, Burger King will upgrade 145 older restaurants in the New Orleans and Chicago markets, which were acquired from Diversifoods two years ago, and will modernize or close about 50 company-owned, franchisee-operated restaurants.

Pillsbury also plans to "streamline" Distron, a $1 billion-a-year company that distributes food products to Burger King, Godfather's Pizza, and other customers.

Pillsbury disclosed in November that its S&A Restaurant Corp., based in Dallas, was shutting down three experimental restaurants—Bay Street, a seafood dinner house concept; Key West Grill, a Caribbean concept; and Innovative Food Services, which operated hotel restaurants. And last June Pillsbury decided to sell or close 40 full-service restaurants, mostly Steak and Ales.

John M. Stafford, Pillsbury chairman, president, and chief executive, said the restructuring of the restaurant operations and its food products operations will boost profitability.

One analyst estimated that the 103 restaurants that Pillsbury will close or sell have been draining $150 million from operating revenues and $20 million in profits.

Pillsbury expects to incur onetime charges and writeoffs of about $91 million after taxes to be taken in the third fiscal quarter ending Feb. 29.

The charges and writeoffs follow a $21.6 million charge that Pillsbury took in the 1987 fourth fiscal quarter ended May 31.

In fiscal 1987 Pillsbury's earnings were off for the first time in a decade. Profits dropped to $182 million, from $208 million a year earlier, on $6.1 billion sales.

After the current cutbacks, Pillsbury's Restaurant Group will consist of about 5,000 Burger Kings, 600 Godfather's Pizzas, 200 Bennigan's, and 135 Steak and Ales.

"This represents a major change in emphasis for our Restaurant Group," Stafford said. "By concentrating on fewer concepts, we will capitalize on our strengths and improve our overall performance."

The decision to prune restaurant operations was made at a Pillsbury board of directors meeting here.

Earlier streamlining efforts, including the closing of some Steak and Ale outlets and the sale of Bay Street, Key West, and Innovative Food Services, had been disclosed by S&A Restaurant Corp. officials in Dallas.

Some analysts complained that Pillsbury had not gone far enough in its restaurant reorganization and said they had expected the company to sell Steak and Ale, a 20-year-old upscale steak house concept, whose sales have been sagging.

A Pillsbury spokesman in November had said that despite problems with the full-service restaurants Pillsbury remained "very committed" to Steak and Ale and Bennigan's.

Pillsbury said new menus could up sales at Steak and Ale and Bennigan's and a new ad campaign could aid Burger King.

Pillsbury's plans

Quik Wok — All 13 units to be closed or sold.

Steak and Ale — 30 of 165 units to be closed or sold.

Burger King — 15 of 5,000 units to be closed or sold. 145 units in New Orleans and Chicago to be renovated. 50 others to be upgraded or closed.

Godfather's Pizza — 28 of 628 units to be closed or sold.

Bay Street — All 16 units to be closed or sold.

Key West Grill — Both units to be closed or sold.

Innovative Foodservices — All five restaurants to be closed or sold.

Bennigan's — All 200 units unaffected.

Source: Pillsbury Co.

Dine-O-Mat celebrates '50s

(Continued from page 3)

service dolphin-head coffee dispenser has been installed near the soda fountain, and original Automat food dispensers cover a section of wall inside the front door. Rock 'n' roll music tapes are played continuously.

In addition, Dine-O-Mat's menu identifies Horn & Hardart dishes that helped make the Automat famous—macaroni and cheese, baked beans, creamed spinach, country fried chicken fingers with home-style gravy, steak fingers with white gravy, meat loaf, chicken fried steak, and several desserts.

The menu also features lighter and more upscale fare that is more typical of the 1980s than the 1930s. Dinner specials on a recent evening included grilled swordfish and shrimp and filet of sole in lemon butter and capers; the regular menu lists a jumbo shrimp grill with fresh vegetables and a split, whole roasted chicken with herb butter. Food items were developed by corporate chef John Barton.

Portions at Dine-O-Mat are huge, and prices are high compared with those of other 1950s diner concepts, such as Chicago-based Ed Debevic's where nothing is priced higher than $4.95. Dine-O-Mat dinner entrées are served on oversized plates with salad, fresh vegetables, a large apple muffin, and a choice of mashed potatoes or oven-roasted redskin potatoes. Entrées are priced from $9.95 to $16.95.

The strategy, according to Garcia and Michael A. Gross, Horn & Hardart's executive vice president, is to offer strong price value. Some lunch customers complain about menu prices before they order but are satisfied after they see the portion sizes, Gross says.

"Our biggest complaint so far has been there's too much food," he adds.

Horn & Hardart is trying to keep food costs "in the low 30s," Garcia says.

"We don't want to get into Ed Debevic's low prices," Garcia declares. "We're trying to stay at a level where it's not just people looking for a bargain."

The company says it expects Dine-O-Mat to attract area office workers for breakfast and lunch and neighborhood residents for dinner, when the check average rises to $12 to $14.

Old-fashioned soda fountain treats, including egg creams, ice cream sodas, and banana splits, are expected to draw late-night crowds leaving nearby first-run movie theaters.

Dine-O-Mat cost about $1 million to open, and Garcia projects first-year sales of about $2.5 million to $3 million.

The opening of an additional dining room and bar on the second floor this month will add 70 seats. Dine-O-Mat will eventually stay open round the clock.

In addition to the large portions of food, the most striking elements at Dine-O-Mat are the bright, colorful decor— which includes antique Coca-Cola machines, a $12,000 Wurlitzer jukebox, and lots of neon, formica, and stainless steel—and the role-playing, singing, and dancing service staff.

To staff the restaurant, Horn & Hardart placed help wanted ads for actors and singers.

The most striking elements at Dine-O-Mat are the bright, colorful decor and the role-playing, singing, and dancing service staff.

The young men and women hired as waiters and waitresses, hostesses, and counter help assume 1950s identities, with names like Trixie and Skippy; wear hairstyles from that decade; and dance the jitterbug in the aisles.

They wear "I Like Ike" buttons, talk in 1950s jargon ("See you later, alligator"), and hand out little packets of Chicklets chewing gum to customers.

Garcia said Horn & Hardart had been considering developing a diner for a while but was tied up with a remodeling program at its fast-food outlets, the expansion of its franchised Tony Roma's in New York, and a Bojangles' turnaround effort.

"We made the decision to open Dine-O-Mat in November when the site became available, and [Horn and Hardart chairman] Barry Florescue gave the go-ahead," Garcia says.

The idea of opening an old-fashioned diner "excited everybody at the corporate level," according to Garcia, who notes that even Florescue got involved, finding a vintage jukebox in Las Vegas.

Dine-O-Mat's main kitchen is a very narrow space running along the north wall of the restaurant. It is connected to the soda fountain counter up front.

Deliveries are made to the basement kitchen, where food preparation, dishwashing, and storage are handled. Another kitchen on the second floor may be used for additional prep work and parties.

In projecting first-year sales of about $3 million, Garcia says he is looking for a split of 40 percent of sales from lunch and dinner and 20 percent from breakfast.

CORRECTIONS

"Sbarro signs Sky Chefs as new franchisee," Dec. 14, page 32, erroneously stated that the Sbarro pizza chain had signed Sky Chefs, the in-flight feeder, as a franchisee. In fact, the franchise was granted to Concessionaire, an operator of airport concessions. Concessionaire acquired Sky Chef's concessions business last year.

* * *

"Friendly fights labor crises with new staff programs," Jan. 18, page 3, failed to fully identify John Cauley. He is the president of Friendly Ice Cream Corp.

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NRN/SRI Poll results

(Continued from page 1)
Central states.

In addition, major chains, such as Arby's, Taco Bell, Kentucky Fried Chicken, and Pizza Hut, scored relatively low, despite massive advertising campaigns and thousands of outlets across the country.

The NRN/SRI Poll is a new, monthly feature of Nation's Restaurant News. In the survey SRI canvasses 1,000 scientifically selected consumers by telephone, yielding results with an error factor of plus or minus 3 percent.

The question this month was "Which fast-food restaurant would you say is your favorite?" Respondents were allowed to mention the first one that came to mind. Fourteen percent had no favorite.

McDonald's six-point margin over runner-up Burger King parallels its lead in sales and units.

McD's sales up to $14 billion

McDonald's numbers about 9,900 outlets with systemwide sales of about $14 billion, compared with Burger King's 5,500 units and $5.6 billion in sales.

Wendy's has about 3,900 restaurants; Hardee's, 3,000.

But Kentucky Fried Chicken, with almost 7,000 units, scored a barely perceptible 2 percent in the NRN/SRI Poll.

Arby's, with fewer than 2,000 restaurants, won a 4-percent rating.

Taco Bell, which has 2,700 stores, got 3 percent. Pizza Hut, which some would not consider a fast-food operation, scored 1 percent.

Kaufman, Goggin do battle

(Continued from page 1)
The Goggin group had functioned as the owners of Pioneer since a sale of the company was announced last month following a protracted search by Kaufman for a buyer.

The company had been beset by declining sales, intense competition, and a class-action lawsuit brought against Kaufman by franchisees, who operate some 240 units.

The suit alleged fraud, antitrust violations, breach of contract, negligent misrepresentation, and the inappropriate lending of advertising payments to other Kaufman-owned businesses.

Pioneer, which operates principally in Southern California as well as in Arizona, Hawaii, and Indonesia, has been barred by the California Department of Corporations from selling franchises until the ownership dispute is settled.

The state imposed a similar ban on franchising temporarily last year after Pioneer's financial solvency was questioned by litigious franchisees.

The franchisees alleged, among other things, that Kaufman had diverted their sublease rent payments into other investments, repeatedly causing them to risk eviction by disgruntled restaurant landlords.

At the time Kaufman agreed to sell Pioneer to Goggin, the company owed an estimated $2 million in delinquent restaurant rents.

Nevertheless, Kaufman claimed that the $100,000 payment withheld from him by the Goggin group made the bankruptcy action necessary. The payment was earmarked for current obligations to landlords and vendors.

Goggin, who was legal counsel to Pioneer during its earlier franchising-ban problems, told franchisees that his group had decided to withhold the disputed $100,000 after discovering that back rents totaled $2 million.

He said the group had been informed during sales negotiations that the figure was only $1 million.

The dispute turned into a power struggle when Kaufman, who owns Pioneer's headquarters building, posted security guards to deny Goggin and his staff access to company offices.

Goggin then set up temporary office space elsewhere, sought a court date to obtain a restraining order against Kaufman, instructed franchisees to deal exclusively with the purchasing group, and ordered the managers of Pioneer's 30 company-owned stores to continue making cash deposits to their usual bank accounts.

However, according to reports, Goggin was initially losing the battle for the loyalty of employees and franchisees.

Neither Kaufman nor Goggin was available to comment on the alleged misrepresentation of the amount of back rents owed by Pioneer.

However, a high-ranking member of Kaufman's executive team, who requested anonymity, said, "I don't know what was represented, but if that were true [that Kaufman had underreported the rents due], then shame on Mr. Goggin for doing such poor 'due diligence' [research]."

And, the Kaufman partisan added, "what's that [the alleged misrepresentation] got to do with paying the current month's rent?"

The $100,000 in dispute is thought to be part of a $1.5 million initial amount the Goggin group agreed to pay toward back rents and other debts.

The anonymous Pioneer executive asserted that any adjustments found to be necessary after a secondary accounting of back rents due could have been made by Goggin out of an additional $6.6 million in payments to be allocated largely to working capital and advertising.

Kaufman's principal motivation in taking the Chapter 11 bankruptcy court action was, the executive said, to forestall 62 different three- and 10-day notices of eviction served on Pioneer units.

Asked if the bankruptcy filing would complicate a ruling on the ownership dispute, the executive said, "If the court decides Mr. Goggin is the owner, it might represent a problem [for him]."

A financial statement filed with the state last October pegged Pioneer's net value at $8.5 million, its assets at about $41 million, and its debts at approximately $32.5 million.

However, the report placed Pioneer's more probable net value in the $3 million range when it raised doubts that the company could ever recoup some $5.3 million in loans to Kaufman's holding company, Transpacific Industries Corp.

Famous Atlantic shifts tack

(Continued from page 1)
about $100,000 a week on $8.50-per-person lunch checks and $14.50 dinner tabs, according to Keirstead.

As the name implies, Famous Atlantic specializes in fish, from a mussels in Dijon sauce appetizer ($4.95) to entrées of fresh fried clams ($8.95 at lunch, $11.95 at dinner), shrimp kebab ($7.95), and lobster salad ($10.95).

In all, Famous Atlantic features 25 or more seafood dishes and three daily blackboard specials, said company spokesman Matthew Rovner.

Famous Atlantic not only merchandises its service, preparation, and presentation but also emphasizes its menu marketing. The "Blue-Plate Special" features chowder, grilled fish, coleslaw, french fries, and coffee for $5.95 per person at lunch and $7.95 at dinner. The "Famous Atlantic Clambake Special" includes lobster, clams, crab, swordfish, oysters, mussels, potatoes, and corn on the cob, all cooked together in the same pot ($14.95).

"There's a lot of competition in this town between restaurants like Famous Atlantic, Legal Seafoods, No Name, and Skipjack's," Rovner said. "So everybody has to keep thinking of new ways to merchandise and sell their seafood."

Top sales: **Ed Weisbrod, left, and Mary Jo Romeo, below, accept honors from Martin J. Feldman, Nation's Restaurant News national sales manager for display advertising. Weisbrod won the first annual David M. Pittman Award, named for a longtime NRN salesperson. Romeo won the All-Around Salesperson Award.**

WHO ARE THE FAST-FOOD FANS?

(Customer profiles, by percent)

MCDONALD'S	
Sex	
Male	46
Female	54
Age	
18-24	20
25-34	25
35-44	15
45-54	15
55-64	12
65+	13
Region	
Northeast	27
South Central	28
North Central	26
West	19
Annual Income	
Under $20,000	33
$20-$40,000	35
$40-$60,000	17
$60,000 +	7
BURGER KING	
Sex	
Male	53
Female	47
Age	
18-24	12
25-34	30
35-44	23
45-54	15
55-64	13
65 +	6
Region	
Northeast	32
South Central	29
North Central	23
West	16
Annual Income	
Under $20,000	25
$20-$40,000	37
$40-$60,000	20
$60,000 +	13
WENDY'S	
Sex	
Male	48
Female	52
Age	
18-24	12
25-34	26
35-44	23
45-54	17
55-64	9
65 +	13
Region	
Northeast	14
South Central	44
North Central	28
West	14
Annual Income	
Under $20,000	19
$20-$40,000	31
$40-$60,000	26
$60,000 +	13
HARDEES	
Sex	
Male	53
Female	47
Age	
18-24	4
25-34	21
35-44	19
45-54	11
55-64	25
65 +	21
Region	
Northeast	4
South Central	36
North Central	60
West	0
Annual Income	
Under $20,000	28
$20-$40,000	40
$40-$60,000	17
$60,000 +	4

Source: *NRN/SRI Poll*